



Jan 2007

4th Street News

The 4th Street Business Revitalization Zone

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Business Of The Month



The Scottish Shoppe

1410 4th Street SW

264-6383

The Scottish Shoppe was established in 1971. It is Calgary's premier retail outlet for quality Scottish products. They specialize in the supply of traditional Highland dress, both for sale and to rent.

The Scottish Shoppe carries a wide variety of items including customary music, books, jewellery, crystal, giftware, clan memorabilia, bridal, dance and piping wear.

Visit the website - scottishshoppe.net

Email: store@scottishshoppe.net

Memorial Park Library

Book Club In A Bag

This convenient new service allows your book club to borrow multiple copies of a popular book for 6 weeks. It includes book notes & ideas for discussion. Find available titles and place a hold by typing "Book Club Bag" into the Title Keyword search in the Library Catalogue.

Register for programs by phone at 260-2620, online calgarypubliclibrary.com, or in person at any Library branch.

Lilac Festival 2007

Regular vendor registration packages are now on our website for the 2007 Lilac Festival. The registration forms for 4th St. business owners have been mailed out. You should receive them by Jan 19th.

Anyone requiring special event space, including patio extensions **must** submit requests to the BRZ office by March 1st. **Please complete the following steps:**

1. Make drawings of the proposed extension with measurements, seating, etc.
2. Submit drawings & letter of intent to the BRZ office for approval. Letter of intent should include type of fencing, security being used and hours of operation.
3. Once approval from the BRZ is obtained you must take the drawings, intent letter and BRZ approval letter to the AGLC to obtain your permit. **You must have this patio extension permit for AGLC in order to expand your patio during Lilac Festival.**

Want to get more exposure at Lilac Festival ?

Why not become a sponsor ?

We have many options available. Call the BRZ office and speak with Jennifer or Monique

Strategic On 4th



Strategic Group have proposed to develop a 6 story mixed use building with small retail shops on the main floor. It is located at the old Ingersoll site on the east side of 4th St. (between 20th & 21st Ave.)

The building (sketch above) looks like a series of individual buildings. It features landscaping that will surpass any other commercial building in the Inner City. This is a building that will create an exceptional pedestrian environment.

The front will be attractively broken up by retail and office entrances that move closer and further away from the street. This will create an interesting streetscape that will look like numerous small shops that were developed organically over the years. A look that mimics the look of a heritage main street while integrating some modern architectural features. There will be attractive outdoor park patios facing 4th St. on the 3rd floor level. This is to provide a mini oasis from the building area. It is intended to create an area where residents of the community can gather to socialize and experience the significant artistic element of the building.

The artistic element will be a glass lantern that will be lit up in the evening. This feature is similar to an element that would be built into a world class museum or art gallery. This will give 4th Street another interesting feature that people would be attracted to.

An important part of the transportation and urban planning for this site is closing the lane access to 4th Street. Instead these vehicles will be redirected to an access onto 21 Ave. This positive design change will function well as they are part of a traffic calming strategy. Traffic Calming is a technique that slows vehicles to safe speeds. Its goal is to protect cyclists, children, the elderly and other pedestrians from unsafe vehicle traffic. It also encourages pedestrians and cyclists in the area rather than cars.

In this specific case cars will no longer be able to enter 4th St. from the lane. If there was lane access onto 4th St. it would allow cars at uncontrolled speeds to enter 4th St. in a semi blind condition if buildings were built on either side of the lane. There is a much higher pedestrian and bicycle traffic volumes on 4th St. than 21st Ave. If lanes access were to be retained onto 4th St. it would put significantly more pedestrians and cyclists at risk of potential injury accidents.

Concerns had been expressed about the safety at the rear of the building. This was taken into account and the loading dock would be enclosed to prevent people at night from loitering in this area. Proper lighting, security cameras and landscape design will be used to eliminate potential unsafe conditions for residents and tenants in the building.

If you support the redevelopment of this site as described above please stop by the 4th Street BRZ office to sign a support letter or alternately email: info@4streetcalgary.com